



CITY OF MOUNTAIN VIEW

RECREATION PLAN

DRAFT

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TABLE OF CONTENTS

ACKNOWLEDGMENTS.....	1
EXECUTIVE SUMMARY	3
SECTION ONE – INTRODUCTION	10
1.1 RECREATION PLAN PURPOSE	10
1.2 RECREATION PLAN VISION.....	10
1.3 COMMUNITY CONTEXT.....	11
1.4 RELATIONSHIP TO OTHER DOCUMENTS	11
1.5 KEY COMMUNITY CHARACTERISTICS AND ISSUES	14
1.6 APPROACH AND METHODOLOGY	15
1.7 RECREATION PLAN SUMMARY RECOMMENDATIONS.....	17
SECTION TWO – COMMUNITY ANALYSIS	23
2.1 EXISTING RECREATION PROGRAMS AND SERVICES.....	23
2.2 EXISTING RECREATION FACILITIES	26
2.3 COMMUNITY DEMOGRAPHIC PROFILE	28
2.4 TRENDS ANALYSIS.....	30
SECTION THREE – NEEDS ASSESSMENT.....	34
3.1 COMMUNITY INPUTS.....	34
SECTION FOUR – RECREATION PROGRAMS AND FACILITIES	44
4.1 PROGRAM DEMAND AND NEEDS ANALYSIS METHODOLOGY	44
4.2 PROGRAM NEEDS SUMMARY AND PRIORITIZATION	44
4.3 PROGRAM OUTCOMES SUMMARY AND PRIORITIZATION	45
4.4 PROGRAM AND SERVICE RECOMMENDATIONS BY TARGET MARKET.....	45
4.5 FACILITY NEEDS SUMMARY AND PRIORITIZATION	48
SECTION FIVE – ATHLETIC FIELDS.....	49
5.1 ATHLETIC FACILITY NEEDS ANALYSIS METHODOLOGY	49
5.2 ATHLETIC FACILITY ASSESSMENT SUMMARY AND PRIORITIZATION.....	56
5.3 ATHLETIC FACILITY OPTIONS	57
SECTION SIX – IMPLEMENTATION STRATEGIES.....	60
6.1 ROLE OF DEPARTMENT.....	60
6.2 MARKETING CONSIDERATIONS.....	61
6.3 NEXT STEPS.....	64
APPENDICES	

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APPENDICES

APPENDIX A	COMMUNITY INPUT PROCESS PARTICIPANT LISTS
APPENDIX B	WORKSHOP I REPORT
APPENDIX C	WORKSHOP II REPORT
APPENDIX D	COMMUNITY ORGANIZATIONS SURVEY AND RESULTS
APPENDIX E	PROGRAM PARTICIPANT SURVEY AND RESULTS
APPENDIX F	STAKEHOLDER INTERVIEW REPORT
APPENDIX G	TRENDS ANALYSIS
APPENDIX H	EXISTING RECREATION PROGRAMS AND SERVICES INVENTORY
APPENDIX I	ATHLETIC FIELDS DATA
APPENDIX J	FACILITY NEEDS SUMMARY AND PRIORITIZATION MATRIX
APPENDIX K	RECREATION PROGRAM OUTCOMES PRIORITIZATION MATRIX
APPENDIX L	RECREATION PROGRAMS/SERVICES PRIORITIZATION MATRIX
APPENDIX M	RECREATION ADMINISTRATION PRIORITIZATION MATRIX

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ACKNOWLEDGMENTS

The formulation of the Recreation Plan 2007 is due to the contributions, insight and support of the Mountain View community. While there are many persons who saw the need and advocated for developing a plan to identify and address the community's recreational needs, the list below acknowledges persons who have participated in the process which began in 2005 and was completed in 2007.¹

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¹ For a complete list of participants involved in the Recreation Plan development, see Appendix.

² + Designates "former."

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EXECUTIVE SUMMARY

Background

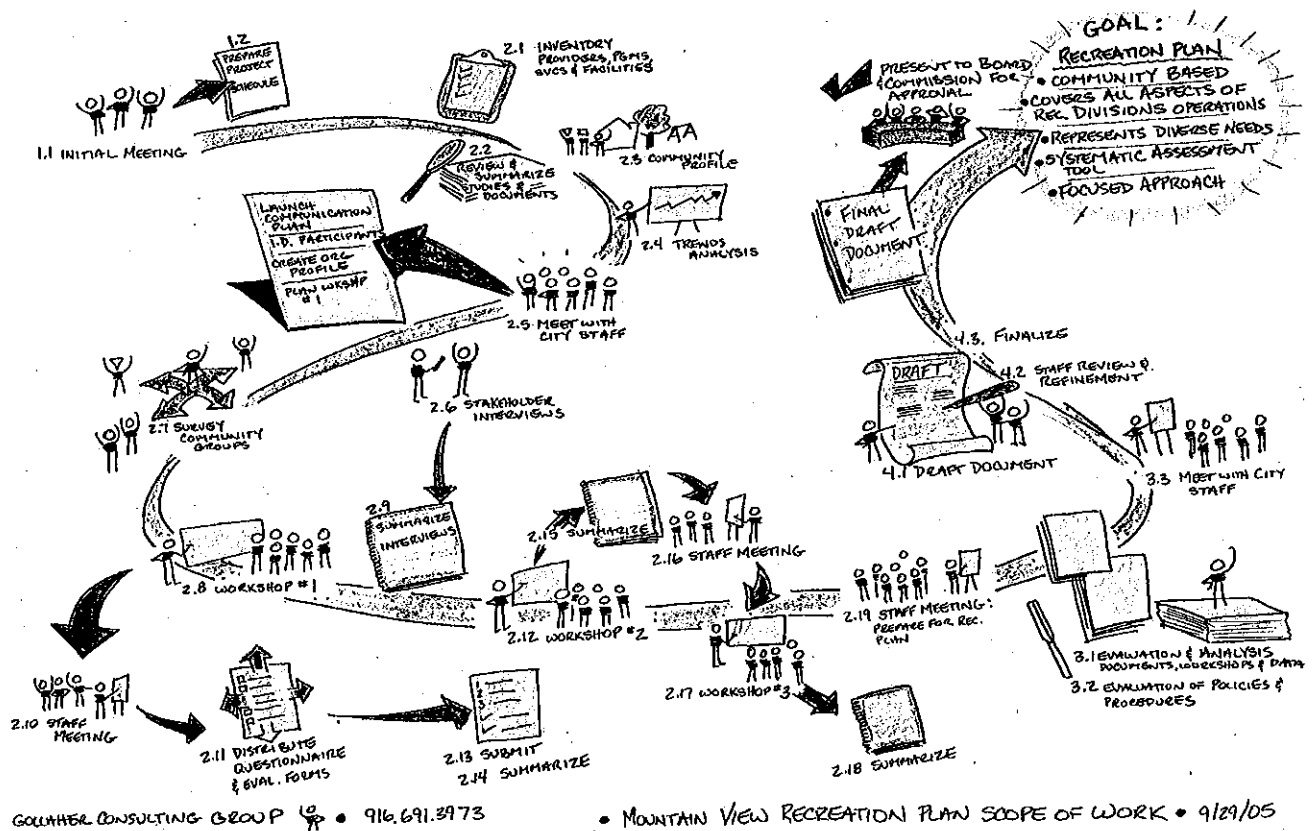
The preparation of a Recreation Plan (Plan) was adopted by the City Council as a major City goal in May 2005. The purpose of the Plan is to provide a comprehensive review and assessment of recreation programs, services and facilities, as well as preparation of a long-term (10-year), recreation-focused vision for the community. The final draft document is anticipated to be submitted to the Parks and Recreation Commission and City Council for review and approval in early 2008.

The Plan and its development emphasize and embody the primary role and vision of both the Plan and the Community Services Department, to "*Create Community through People, Parks and Programs.*" During the extensive public input process, common themes emerged that identify the key community characteristics and constraints that frame the dialogue and inform the Plan recommendations. The Mountain View community's sense of place is "recreation asset-rich," with many family-friendly gathering places, where people feel safe and secure. At the same time, the community struggles with questions of how best to use remaining open space; how to assure sufficient recreation programs, services and facilities; and how to increase access to those programs in the face of increased population, density and diversity.

Plan Development Processes

The Plan development processes involved a four-phased approach and multiple opportunities for public participation, sources of data and analysis. The first community workshop was held on June 7, 2006. Stakeholder interviews followed and additional public input was collected during the summer 2006 through recreation program participant surveys and athletic facility user group surveys. Additional perspectives were gained by completing and considering the results of an analysis of recreation patterns, preferences and trends, and a demographic profile of the community. The results were shared at a second community workshop held September 27, 2006. Additional processes included a recreation program and facility inventory and meeting with athletic field user groups. The results of these processes were further refined by a series of focus group meetings held in February and March 2007. A first Draft (Draft) of the Plan was developed with the consultants during summer 2007. There are several important features of the Draft Plan, which include: broad program and service outcomes expected by the community; criteria for determining which recreation programs and community services are priorities; the program service and facility recommendations; target markets; general approaches to

implementation; a marketing plan; and appendices containing the background data from the data collection and analysis. The Draft Plan was reviewed by the Parks and Recreation Commission in October 2007.



Community Program and Service Outcomes

There were 10 community program and service outcomes identified as community priorities during the Plan development process. These are the measurable benefits desired by Mountain View residents that result from implementation of a program or service. The priority outcomes are also the measures that will help gauge progress towards supporting the Vision of the Plan to "Create Community through People, Parks and Programs." The outcomes were ranked in three groupings as follows, with the Top-Priority outcomes indicated most widely during the input process, or 6 out of 6 times:

Top-Priority Outcomes:

- Promotes Access for All
- Stewards Open Space
- Enhances Safety and Security

High-Priority Outcomes:

- Expands Community Resources
- Promotes Lifelong Learning
- Supports a Walkable Community

Priority Outcomes:

- Promotes Cultural Diversity
- Encourages Health and Wellness
- Builds a Strong Sense of Community
- Supports Asset Development for Youth

Recommendation Criteria

The program, facility and implementation recommendations and priorities reflect the application of several qualitative and quantitative criteria. It should be noted that the criteria and results, while rational, are not statistical. Rather, the criteria articulate:

- a. The frequency a need was identified throughout the public outreach process (for instance, recommendations were developed around items raised 4 out of 6, 5 out of 6, or 6 out of 6 times during the data gathering phase);
- b. The services, programs or activities that are best positioned to support and grow Mountain View's specific community quality-of-life characteristics (i.e., many family-friendly gathering places where people feel safe and secure);
- c. The services, programs or activities that are best positioned to address the key community issue(s) (i.e., how best to use remaining open space; how to assure sufficient recreation programs, services and facilities; and how to increase access to those programs in the face of increased population, density and diversity);
- d. What supports a balance of programs relative to target markets, community characteristics and key issues; and,
- e. Realignment opportunities for existing services, programs and activities.

The methodology for the athletic facility demand analysis also used qualitative and quantitative criteria. These were supported by the athletic field user group surveys, public input meetings and the use of a supply/demand/need utilization model.

Recommendations

Recommendations were made in three categories: programs and services; recreation facilities; and athletic facilities. The tools used and the summary responses to the public input process are included in the Appendix section of the Plan for background and reference. The Draft proposes 23 unranked program and service recommendations. There are 7 recreation facilities recommended and listed in three priority groupings: top, high and priority. There are 3 options to meet the demand for athletic fields ranked in priority order: maximum, moderate and minimum.

Program and Service Recommendations

1. Develop environmental education programs, services and facilities that integrate with health and wellness activities. This can include annual events to support open space, trails and parks facilities as well as community gardens, educational programs and the environment unique to the area.
2. Develop health and wellness programs and services for all age groups that promote healthy lifestyles such as physical fitness and nutritional education. Include asset building³ in the design, development and delivery of programs and services for youth and their families.
3. Strengthen working relationships with the educational community to establish school sites as neighborhood centers that provide out-of-school activities, family programming and services, intergenerational activities and neighborhood events.
4. Develop on-site, after-school activities for elementary and middle school youth. Activities could include expansion and strengthening the homework assistance activities, tutoring, mentoring programs, recreational activities, physical fitness, arts, science fun activities, environmental programs and noncompetitive sports.
5. Expand the preschool and tiny tot programs that promote socialization, creativity, motor development and cognitive thinking skills.
6. Increase access to programs, services and facilities through a transportation program for youth and seniors.

³ The City currently uses, as a participant on the Challenge Team and as a "best practice," the Search Institute's research-based 41 Developmental Assets approach as a guiding framework and a common language to enable individuals and organizations to work together toward the common goal of supporting the healthy development of all children and youth. See www.search-institute.org/assets/ for more information.

7. Establish and expand biking, walking and hiking programs.
8. Develop a partnership program with the health and wellness industry, nonprofit service providers and the educational and business community to create a mobile recreation program that travels to neighborhoods during out-of-school hours to provide homework assistance, recreational activities, health and wellness programs, and family services.
9. Expand family recreational activities that provide youth and their parents or guardians and grandparents the opportunity to interact, have fun and learn together.
10. Increase parenting workshops and other programs that support and grow strong families, strong communities.
11. Create a community safety net of various youth service providers that identifies youth at risk and provides for them a connected hub of resources to support positive behavior, reducing risky activities.
12. Work with other service providers to strengthen the employment and job and career training services in the community that assist teens, young adults and seniors.
13. Expand volunteer and service learning programs for all age groups.
14. Develop special events for middle and high school youth that would include youth in the development and implementation of these events.
15. Review all community-wide events and determine their relevancy within the context of this document. Consider opportunities to celebrate the community's cultural diversity with an emphasis on events being staged in the downtown area.
16. Increase cultural education to expand awareness and understanding of culture in the community and region. Ensure that relationships are bridged and strengthened to all residents so that they are aware of how to access services and facilities.
17. Expand aquatics' opportunities in a collaborative way that will include water play, instructional programs and physical fitness activities.
18. Provide more attractive, safe, growth-promoting settings for adolescents and young adults, giving them a sense of place and belonging.

19. Develop a comprehensive marketing program that includes target markets, positioning, branding and training to ensure a consistent message that informs residents about the Recreation Division, its services and programs and ease of access to participate in those activities.
20. Expand partnerships and collaborative approaches to deliver programs and services in a community-connected web of services that collectively support the residents efficiently and effectively.
21. Review and evaluate the fees and charges to all programs, services and facilities. Ensure access for all, balancing the need to sustain the Recreation Division, its staff and the infrastructure necessary to maintain a high level of service delivery.
22. Realign existing programs and services with an emphasis on contract classes through the use of evaluative criteria over a period of two to three years.
23. Ensure ongoing evaluation and review of programs and services.

Recreation Facility Recommendations

1. Top-Priority Facilities – Open Space.
2. High-Priority Facilities – Recreation Center/Community Center; Trails.
3. Priority Facilities – Park Amenities; Pool/ Aquatic Facilities – new/expanded; Sports Complex; Teen Center.

Athletic Facility Recommendations

1. Maximum Option – Construct one athletic complex⁴ and two synthetic turf surfaces. All field areas lighted. Diamond overlays would be available in the corners for baseball or softball.
2. Moderate Option – Install four separate synthetic turf surfaces, preferably with lighting, of a rectangular area. Diamond overlays would be available in the corners for baseball or softball.

⁴ A complex is a "field area" designed and intended for multiple, simultaneous uses. The complex recommended is minimally 200 x 300 yards or 12.4 acres (1 acre = 43,560 square feet), not including parking, concession, storage, sanitation. In the maximum option, the two additional synthetic surfaces would be approximately 400' by 400' each (combined = 7.35 acres), total = 19.75 acres.

3. Minimum Option—Install two synthetic turf surfaces for two regulation-size rectangular fields with an overlay for one 90' diamond field and an overlay for a 60' diamond with appropriate lighting. The synthetic surfaces would be 300' by 380' each. Modular fencing would be needed for diamonds.

Implementation Considerations

The report suggests three general approaches to implementation of the Plan (i.e., to provide; to partner; or, to facilitate) and suggests several marketing considerations.

Summary

The preparation of a Recreation Plan was adopted by the City Council as a major City goal in May 2005. This Draft of the Recreation Plan provides a report of the findings from the extensive public input processes conducted in 2006-07 and provides 23 recommendations for programs and services, 3 priorities for recreation facilities and 3 options for meeting the demand for athletic fields.

Next Steps

The review and approval process will provide further opportunities to refine the recommendations, consider prioritization of the recommendations and suggest a phasing of the implementation over the coming decade to create community through people, parks and programs.

In addition, it is suggested that action steps be added to the recommendations, perhaps by staff as part of annual goal setting, performance measurement and budget processes.